

**Job Outline:**

Dates: May 1, 2025 – September 1, 2025 (flexible start and end date)

Position Type: Contract Employee, 40 hour work week with minimal weekend work for special events

Location: Mississippi Department of Wildlife, Fisheries, and Parks - Jackson Office

Apply by sending your resume to [MDWFPMarketing@wfp.ms.gov](mailto:MDWFPMarketing@wfp.ms.gov). If you have any questions you may also submit those to [MDWFPMarketing@wfp.ms.gov](mailto:MDWFPMarketing@wfp.ms.gov).

**Job Description:****Position Overview:**

MDWFP is seeking an enthusiastic and creative Marketing Specialist to join our team for the summer, with the possibility of extension beyond September 1. This position offers an opportunity to develop skills in social media management, public relations, event planning, and marketing campaign execution. Employee will work closely with the Marketing team to promote MDWFP's mission and engage the community in meaningful ways.

**Key Responsibilities:**

1. Social Media Management and Content Creation:
  - a. Assist in managing MDWFP's social media platforms, including creating and scheduling engaging content (e.g., posts, stories, and videos).
  - b. Monitor social media channels for community engagement and respond to messages or comments appropriately.
  - c. Analyze social media performance metrics and provide insights for improvement.
2. Public Relations:
  - a. Assist in drafting press releases, newsletters, and other communication materials to promote MDWFP's programs and events.
  - b. Support the development of outreach strategies to enhance public awareness and engagement.
  - c. Assist in maintaining relationships with media outlets and coordinate media requests.
3. Event Planning and Execution:
  - a. Assist in planning, organizing, and executing events such as tradeshow, workshops, and community outreach programs.
  - b. Coordinate event logistics, including vendor communication, setup, and participant engagement.
  - c. Capture photos and videos for post-event marketing use.
4. Marketing Campaign Management:

- a. Support the design and implementation of marketing campaigns to promote MDWFP's services and initiatives.
  - b. Collaborate with team members to brainstorm ideas and strategies.
  - c. Track campaign performance and compile data for reporting purposes.
5. Website Maintenance
  - a. Publish and maintain website content as necessary

**Job Qualifications:**

- Must have or currently pursuing a degree in Marketing, Communications, Public Relations, or a related field
- Strong written and verbal communications
- Familiarity with social media platforms relevant to MDWFP (Facebook, Instagram, and YouTube)
- Strong organizational skills and time-management skills
- Must be a self-starter and be able to hit the ground running